

**CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY PROVIDED BY  
TABUNG HAJI SEREMBAN**



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**OCTOBER 2009**

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Tarikh : 1 Oktober 2009

No. Fail Projek :

Penolong Naib Canselor (Penyelidikan)

Institut Pengurusan Penyelidikan

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**LAPORAN AKHIR PENYELIDIKAN “CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY PROVIDED BY TABUNG HAJI SEREMBAN”**

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 (tiga) naskah Laporan Akhir Penyelidikan bertajuk **“CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY PROVIDED BY TABUNG HAJI SEREMBAN”** oleh kumpulan Penyelidik dari Fakulti Pengurusan Perniagaan.

Sekian, terima kasih.

Yang benar,

**ZUHAIRAH HASAN**

Ketua

Projek Penyelidikan

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim,

Firstly, this research paper could not have been possible without the grace of Allah S.W.T. thank you for giving us the joys of love and the pain of sorrows, the will to fight and the strength, patience and guidance to endure. The successful completion of this paper was also due to the kind and dedicated support, guidance and contribution given by many individuals. Alhamdulillah, we manage to complete our task with the meaningful experience to us.

In addition, special thanks to Tuan Haji Nasir B. Mohd Yusoff as a manager of Tabung Haji for his cooperation in giving me specific guideline regarding this research project. Our most heartfelt gratitude goes to our beloved parents. Their tireless support, both morally or financially their kind understanding, courage, love and personal attention towards the completion of this project will not be forgotten. May Allah bless them with good life and happiness in this world and hereafter.

Last but not least, heartiest thank you to our friends that support and help us during the completion of this assignment. Their sincere and kind help has really enhanced our spirit, determination and enthusiasm to go on with this assignment until the end. Thank you very much, everybody, for such beautiful memories and words of encouragement.

Thank you, wassalam.

## **ABSTRACT**

Tabung Haji (TH) birth from the idea of working paper presented by the Royal Professor Ungku Aziz titled, “Plan to Improve the Economy of Prospective Pilgrims” in 1959. The functions of this organization are to enable Muslims to save gradually to support their expenditure during pilgrimage and for other beneficial purposes, to enable Muslims to have active and effective participations in investment activities permissible in Islam through their savings and to protect, safeguard interests and ensures welfare of pilgrims during pilgrimage by providing various facilities and services.

The purpose of this research is to study the customer perceptions towards the service quality provided by Tabung Haji Seremban. The research used the service quality (SERVQUAL) dimensions. There are 5 dimensions in SERVQUAL which are reliability, responsiveness, assurance, empathy and tangible. This dimension will be used to identify customer perception towards service quality provided by Tabung Haji Seremban as quality services depend on the Tabung Haji Seremban employee's performance and their ability to provide the services. In this study, the methods used are questionnaire to identify the relevant information regarding the study on customer perception towards service quality provided by Tabung Haji Seremban. 100 questionnaires were given to respondents to answer the questionnaire. The result on customer perception towards service quality will suggest whether the Tabung Haji Seremban may need changes or improvement in their service performance in order to be able to provide continuously quality services and achieve their motto and quality policy.